



Kansas Problem Gambling Help Line Calls: FY10–FY12



Introduction

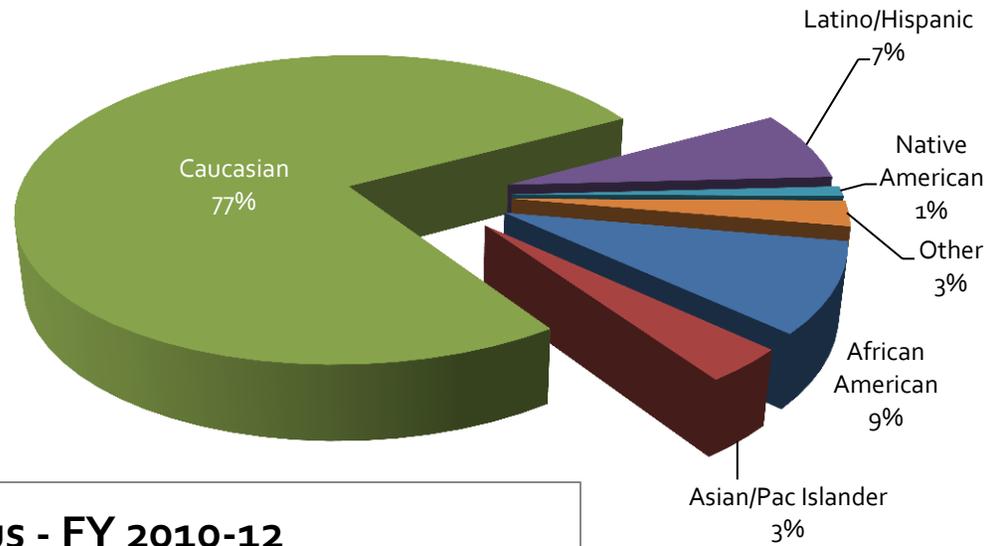
The State of Kansas has operated a Problem Gambling Help Line since 2001. Individuals can call this toll-free number for information about problem gambling treatment and other services. In addition to those with gambling problems, spouses, friends, co-workers, family members and others may call for information and resources. Since the Help Line's start, 4,217 people have called for help or other resources. This report examines trend data from Fiscal Year 2010 through Fiscal Year 2012.

Demographic data

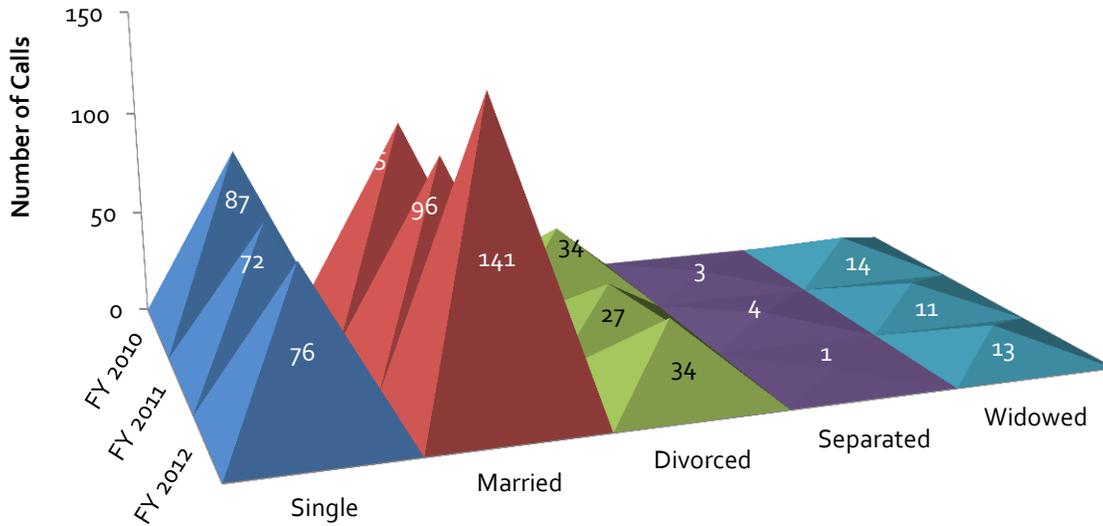
Calls were almost evenly split between men and women for each of the last three years. This stands in contrast to the problem gambling treatment intake data, which indicated more women than men seek treatment in Kansas. The proportions of racial and ethnic groups, on the other hand, did reflect the treatment intake data, and remained fairly consistent throughout the three-year period.

Caucasians formed the largest group of callers at 77%, followed by African Americans at 9%, and Latinos at 7%. Analysis of marital status data revealed a curious spike in the number of married callers in FY 2012. It is difficult to say what might be the cause of this phenomenon.

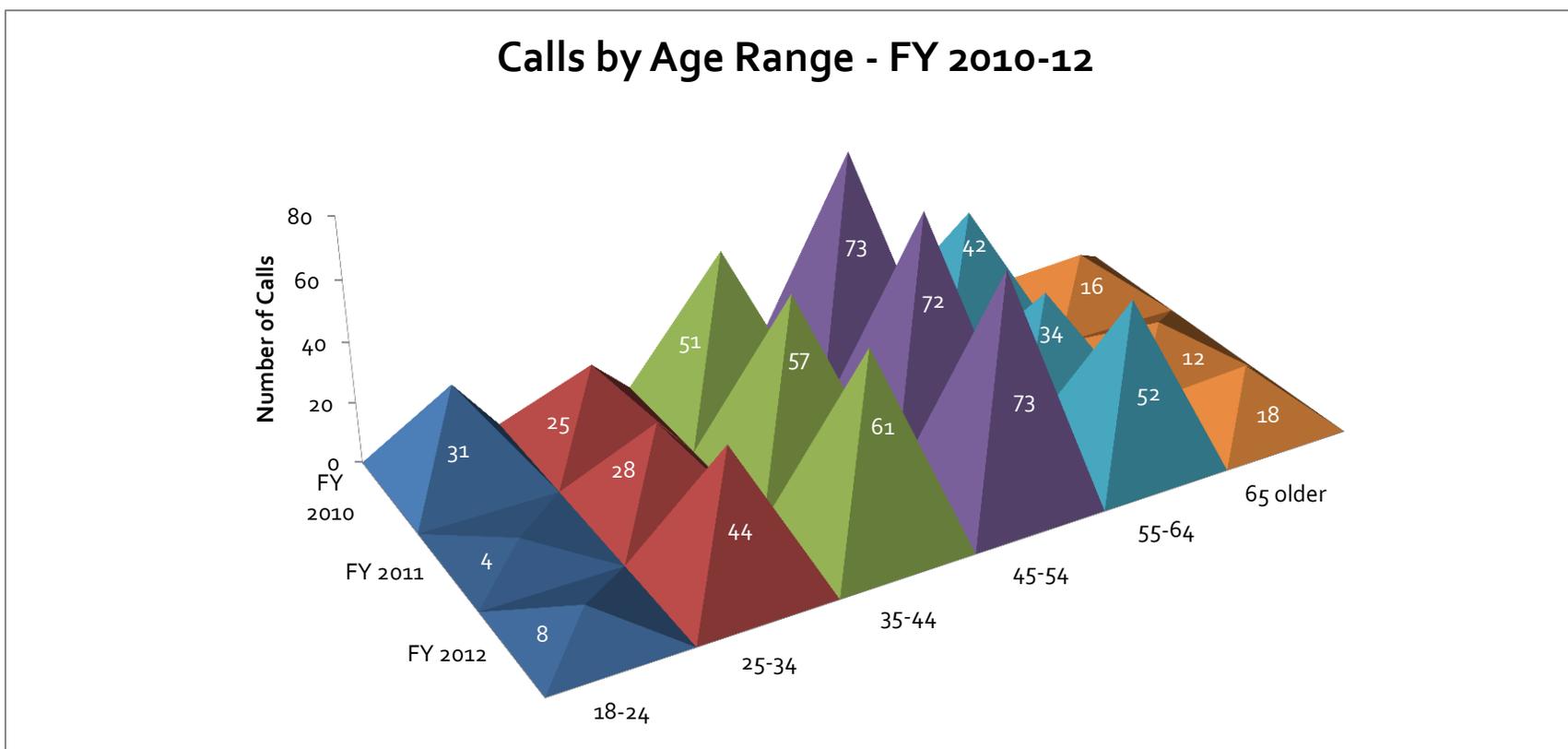
Calls by Race - FY 2010-12 (Means)



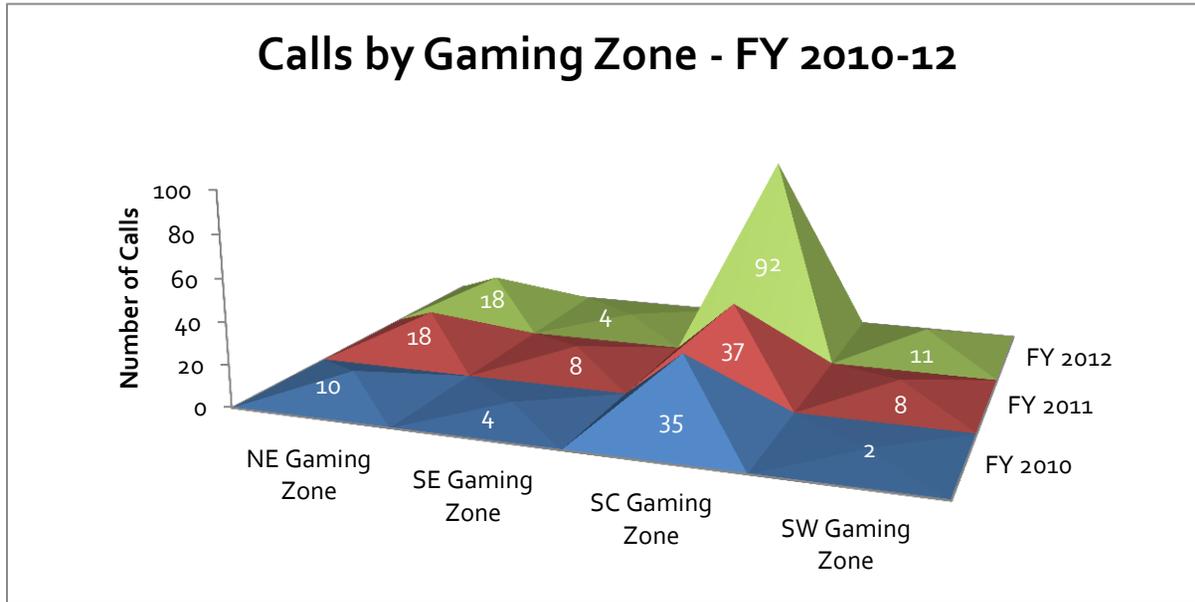
Calls by Marital Status - FY 2010-12



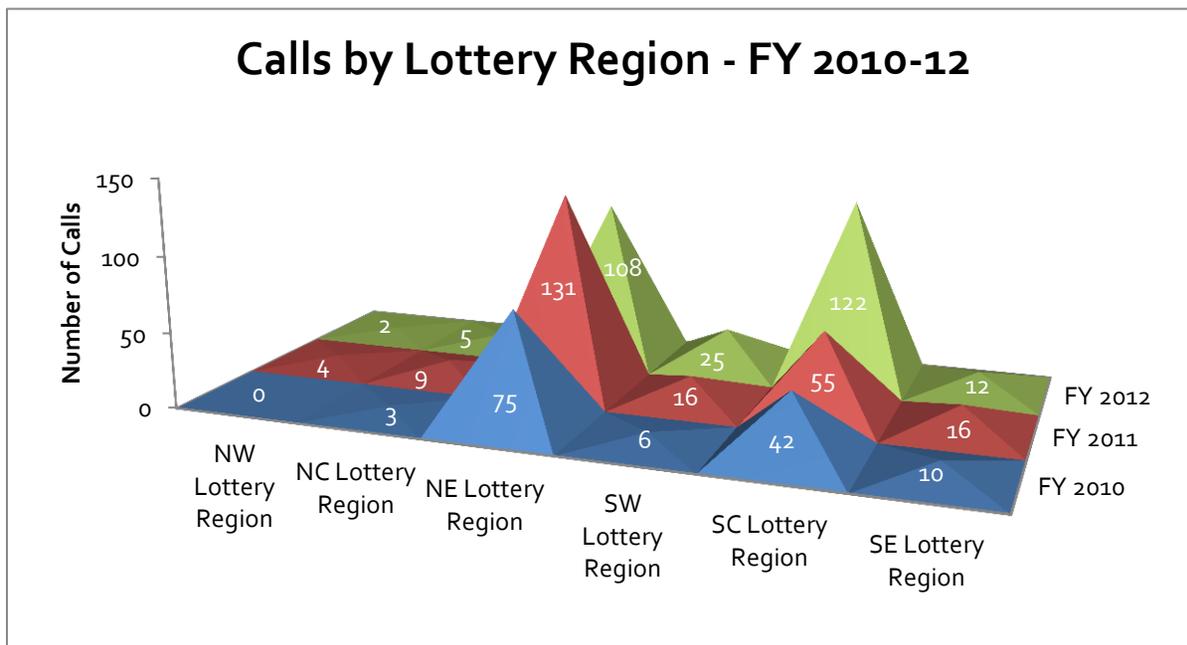
When examining age data, it is important to note that the age categories recorded for Help Line callers are different than the 10-year age categories used to examine the problem gambling treatment intake data. Detailed Help Line data was not available to recode callers into the same categories. Still, it is clear that those seeking help through the Help Line are similar in age to those admitted for problem gambling treatment. The largest category was 45- to 54-year-olds, followed by 35- to 44-year-olds. Twenty-five to 34-year-olds appear to be a growing segment. There was a large drop in the number of calls from 18- to 24-year-olds after FY 2010,



which is an area of concern.



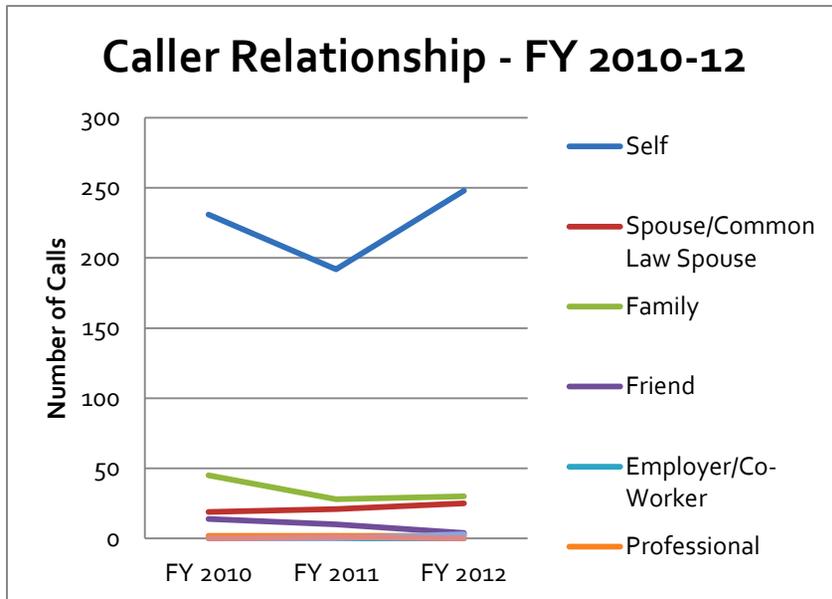
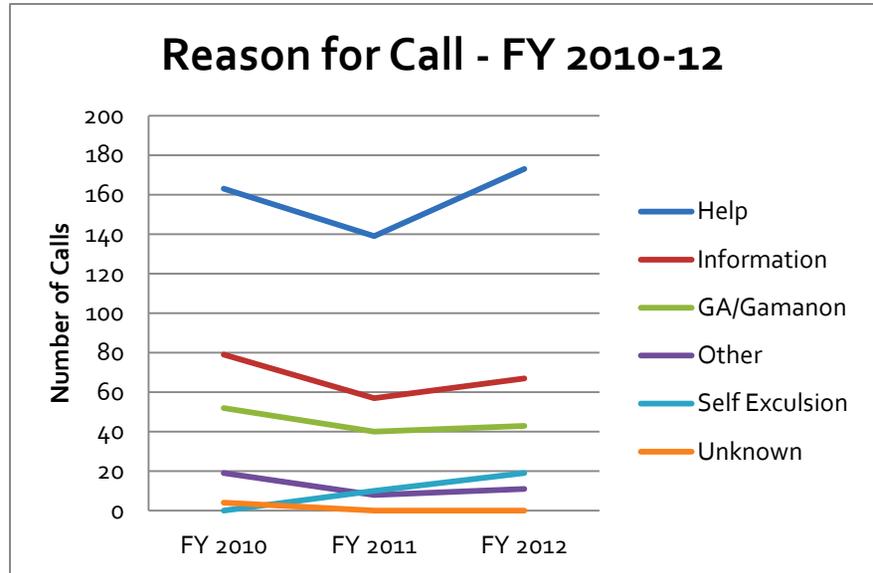
A large spike in calls from the South Central Gaming Zone occurred in FY 2012. The number of callers from this region went from 35 and 37 in 2010 and 2011, respectively, to 92 in 2012, representing a 249% year-to-year increase. This increase may be related to the December 2011 opening of a casino in Mulvane, as evidenced by a sharp increase in call volume from this region beginning in January 2012. A similar increase was seen in the number of calls by lottery region.



Call data

Individuals call the Help Line for a variety of reasons.

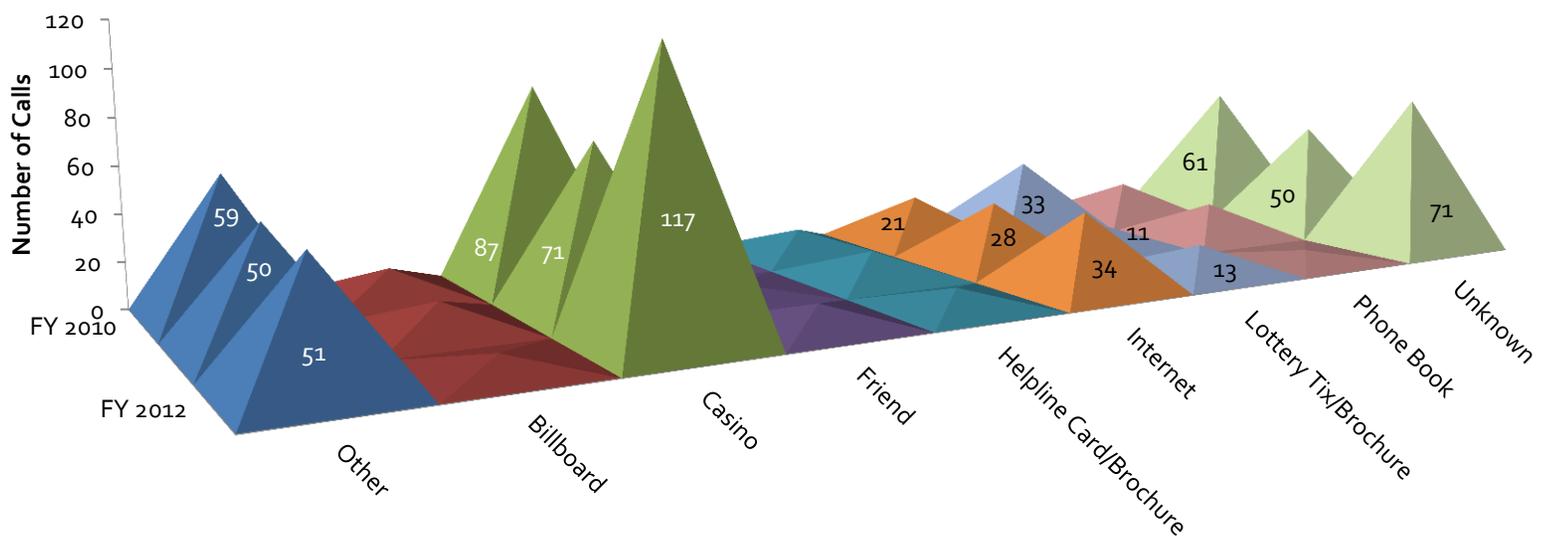
The most common reason was classified as “Help.” There were 475 such calls from FY 2010 to FY 2012. The second-most-common reason for calls was to seek information, with 203 calls. The number of calls from individuals seeking voluntary self-exclusion has trended steadily upward over the last three years, with 19 calls made in FY 2012.



As shown in the chart at left, most calls were received from individuals seeking help for themselves rather than for a friend or loved one. These calls accounted for 76% of all calls made from FY 2010 through FY 2012. Calls from family members have consistently been the second-highest category, slightly higher than calls from spouses. However, calls from spouses do appear to be trending upward.

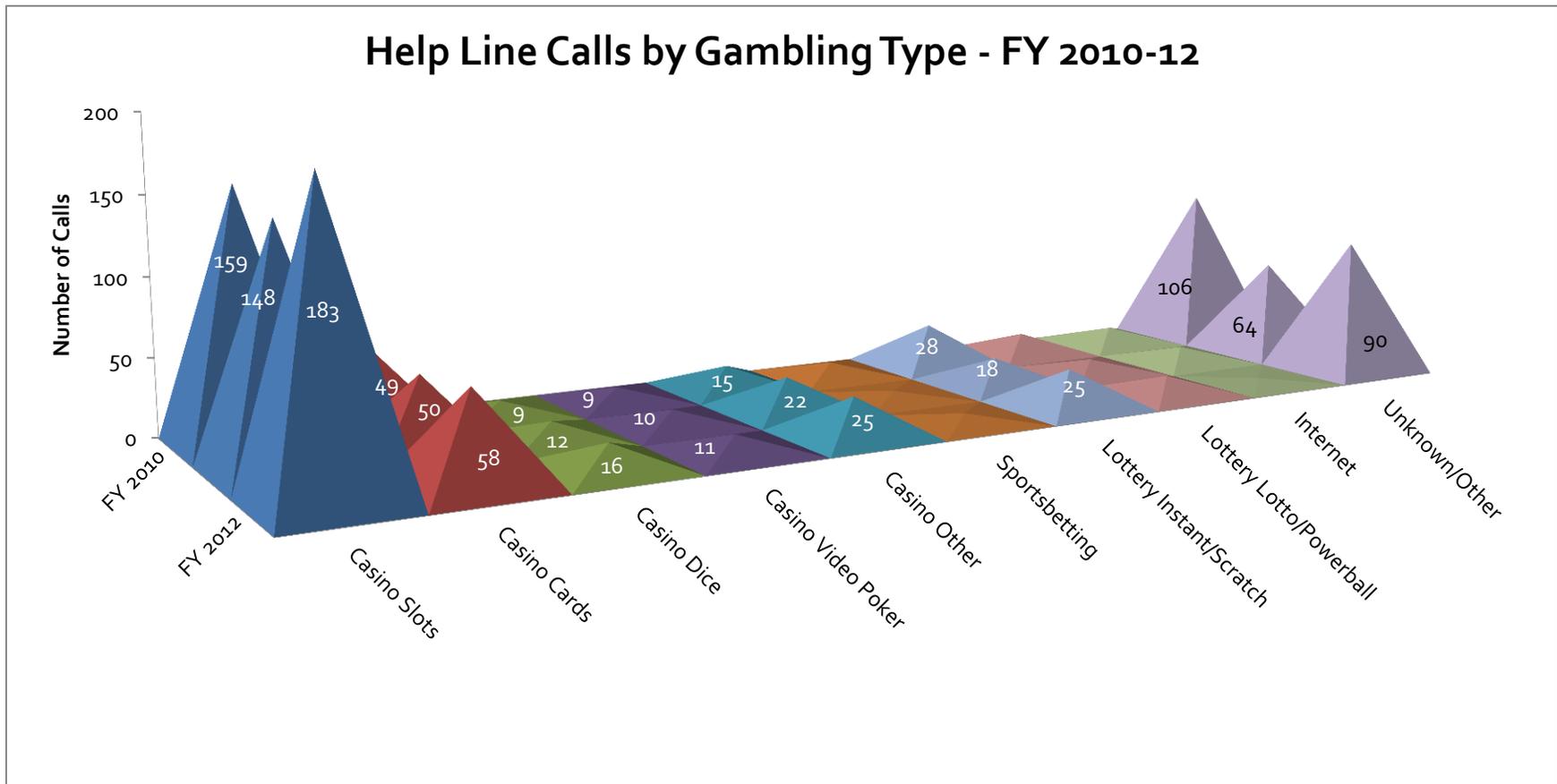
Casinos were cited as the Help Line referral source for the largest group (31%) of callers, an indicator that casino management and staff members are doing their part to display signage and make literature available advertising the Help Line. The second-most-common referral source was the Internet. The number of times the Internet was reported as the main referral source increased each year, and this trend will most likely increase as other forms of communication become less prominent. Promoting the problem gambling website (www.ksgamblinghelp.com) through a public awareness campaign should result in increased traffic. While callers

Help Line Calls by Referral Source - FY 2010-12

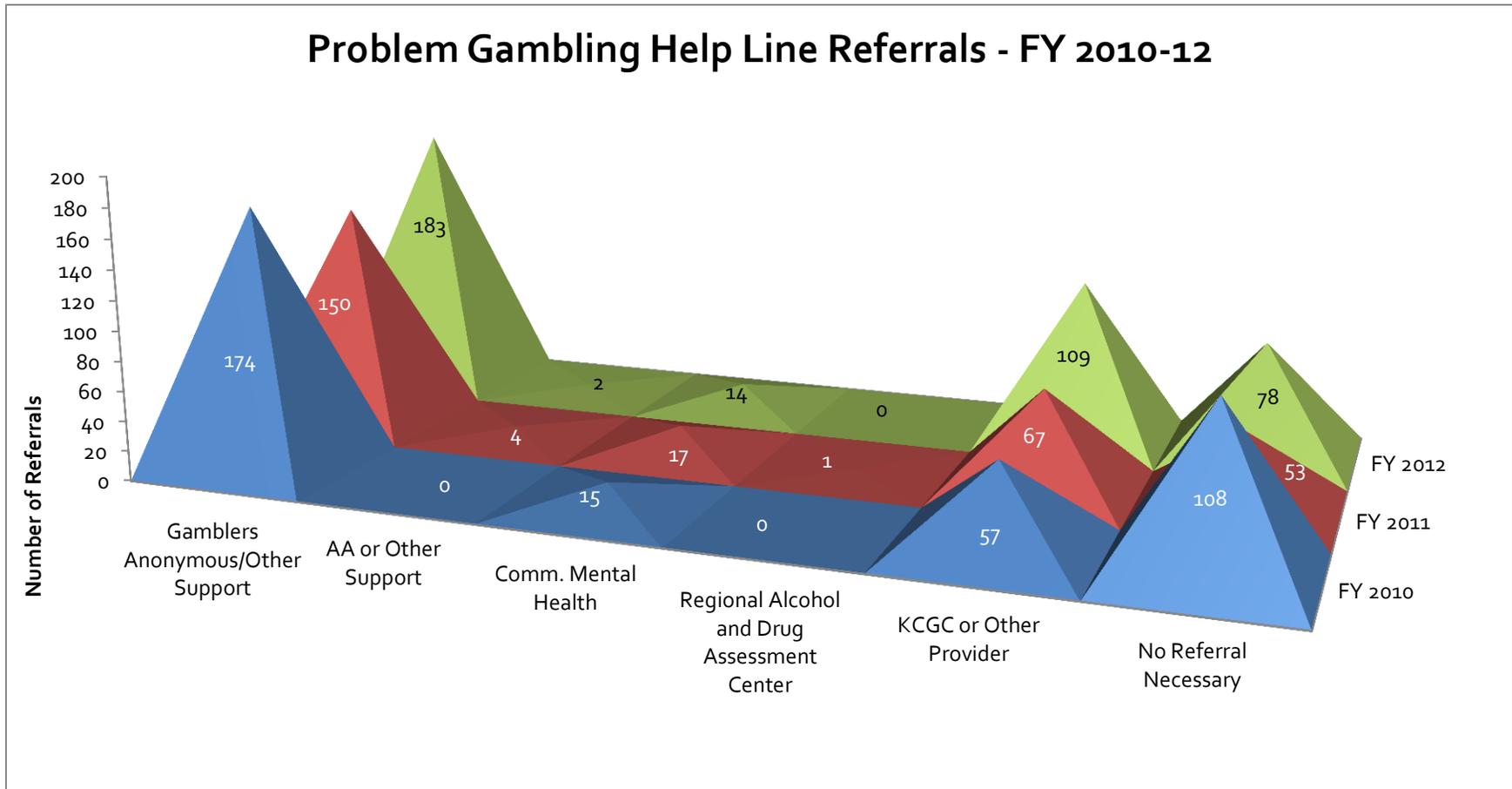


increasingly report learning about the problem gambling helpline from casino literature and the Internet, the phone book and lottery tickets are declining.

The primary forms of gambling reported by Help Line callers largely reflected the trends seen among clients in treatment for disordered gambling. Slot machines were the most popular form of gambling by a wide margin, followed by card games such as blackjack and poker, and then lottery tickets. People whose primary form of gambling was slot machines accounted for 41.4% of the total calls throughout the three-year period. There were more calls regarding scratch-off/instant win lottery tickets than Powerball tickets.



Treatment referrals made by Help Line staff remained fairly consistent from 2010-2012, but there are a few items to note. The number of people referred to Kansas Certified Gambling Counselors (KCGCs) or other providers has steadily grown, with 109 referrals in FY 2012. This is a logical progression, because no out-of-pocket cost treatment for problem gambling was introduced as a state service midway through FY 2011. Also notable is the fact that the number of “No Referral Necessary” calls dropped sharply after



2010. It would seem treatment would be offered to every caller.

Conclusion

Of the 127 individuals who enrolled in the no out-of-pocket cost gambling treatment from the state in FY 2012, nearly a third (30%) said they were referred by the Problem Gambling Help Line. Such a high percentage shows the Help Line has been an important resource for Kansans struggling with problem gambling. Its importance will only grow as gambling continues to expand in Kansas and more individuals seek help for problem gambling.

A 2012 KDADS phone survey indicated 87% of those surveyed supported the use of the Problem Gambling and Addictions Grant Fund for “advertising that promotes the problem gambling Help Line,” while 94% supported “advertising that informs the public that gambling treatment is free and confidential.”

When Kansas can invest in a problem gambling public awareness campaign to advertise the Help Line, the website and the no out-of-pocket treatment, the state could expect an increase in calls since individuals needing help would know where to access help.